

**VETERANS MEMORIAL COMMITTEE MEETING
MINUTES FROM DECEMBER 17, 2010**

The following are Minutes from the Veterans Memorial Committee held in the Mayor's Conference Room at City Hall on Friday, December 17, 2010 at 7:30 am

Volunteers in attendance:

Chairman Mike Goergen, Frank Cardarelle, Bob Kojetin, Marshall Schwartz, Robert Reed, Herb Lefler, Justin Kieffer, Jason Christiaansen, Barbara Bender

Volunteers unable to attend:

Bob Benson, John Lonsbury

Staff in attendance:

John Keprios, Edina Park and Recreation Department Director
Janet Canton, Edina Park and Recreation Office Coordinator
Scott Neal, City Manager

- I. INTRODUCTION OF CITY MANAGER SCOTT NEAL** – Mr. Neal informed the committee that he has been involved in two Veteran Memorial projects and they were both a couple of the best projects he has worked on in his 22 year career. Mr. Neal informed the committee that he is originally from Iowa and attended Iowa State where he received a degree in economics and a Masters in Public Administration. He indicated that he has been a City Manager for Norris, Tennessee; Mount Pleasant, Iowa; Northfield, Minnesota and Eden Prairie. He stated that he is happy to be in Edina and would be happy to lend any of his experience in anything he has done and in particular the Veteran Memorials.

II. APPROVAL OF THE NOVEMBER 19, 2010 MINUTES

Bob Kojetin MOVED TO APPROVE THE NOVEMBER 19, 2010 VETERANS MEMORIAL COMMITTEE MINUTES. Robert Reed SECONDED THE MOTION.

Mr. Goergen pointed out that the minutes credited Bob Benson with discussion and motions on pages 6 and 7 when it should have been Herb Lefler. Changes were made. MINUTES APPROVED.

III. REVIEW ARCHITECT RESPONSES TO RFP

Mr. Keprios informed the committee that of the 18 architects he sent RFPs to he received nine responses back. He noted that he reviewed each one and summarized their highlights and key points and then handed out the information for the committee to look at. He indicated that one thing they hadn't zeroed in on by the time of the mailing was the dollar limit on the project, as you will recall they decided not to exceed \$400,000. Mr. Keprios informed the committee that he did take this to the Park Board earlier this week and they approved the amount as well as the Community Foundation Agreement and Ordinance to place the Veterans Memorial at Utey Park. He pointed out that when the RFP went out they listed all of the elements; however, some of them called to ask how much we thought

the project would cost to which he would inform them approximately \$400,000. He noted that may contribute why there is such a variety in the proposed fee structure of anywhere from \$9,000 to \$57,000. He stated that he thinks from the 9 RFP's they received they should try to narrow it down to the top four or five to interview. He added that the first four he listed are arguably the top four he feels they should interview and then proceeded to go through each firm giving his thoughts both pro and con.

Mr. Schwartz commented that all of the people who bragged that they worked on the Veterans Memorial at the State Capitol wouldn't necessarily take that as a plus. He noted that he has been to that memorial and in his opinion it's very cold and doesn't have the dignity that he thinks they are looking for. He commented that he was at Eden Prairie's Veterans Memorial yesterday and that one has a sense of warmth as well as great dignity along with it. Mr. Goergen asked Mr. Christiaansen is part of that contingent on what direction the architect receives from the committee. Mr. Christiaansen replied that the committee does have a lot of say in the direction they go.

Mr. Keprios informed the committee that he did receive some calls from the architects that did ask good questions such as where are we at with the artist, what we mean by focal point, etc. He noted that he would tell them what their discussions have been so far as well as informed them that the committee is looking for the architect to bring forward some suggestions and creativity to the table.

Mr. Kojetin asked if they are going to bring any artists in because he knows they were talking about something with the Art Center helping out. Mr. Keprios replied that he recently sat with the Public Art Committee and told them that this committee is still in the infancy stage when it comes to the art work. He indicated that Public Art Committee said as soon as the Veterans Committee have a better idea of what it is they will help the committee secure what they think would be the best artist to bid on. Mr. Keprios indicated that he made it very clear to them that it is the Veterans Committee that is going to make the final recommendation to the Park Board and then on to the City Council.

Mr. Neal indicated that he has worked with some of the companies listed and in comparing and contrasting the companies, a smaller firm like Brauer & Associates will sub out all of their specialty work to a variety of people but he knows they have managed very well and may be a little more sensitive to the group. He stated that with a larger firm like SRF they control all of the sub specialty groups that will certainly be needed on a project like this; however, they are probably not as sensitive to the group, but since they control all of the resources it's easier for them to make it happen. Mr. Neal stated that he agrees the real key to getting what you want is the direction you give to your architect, are you building a memorial to war or are you building a memorial to veterans.

Mr. Keprios indicated that he would like the committee to take some time to look over all the proposals and proposed they figure out the top four or five finalists to interview via e-mail.

Ms. Bender asked Mr. Keprios if there were any firms that were sent an RFP that did not respond that we would be really interested in. Mr. Keprios replied he was expecting to hear from a couple that he never heard from. He noted that he did receive a call from Ellerbe Becket saying what a wonderful project it is but that they would have to decline to bid because they would be too expensive and would not compete with the smaller firms so that was a little disappointing. Ms. Bender asked Mr. Keprios if he thinks any should be taken out of consideration right away. Mr. Keprios responded that he thinks he would take out the two one-man shops as well as the one that would charge \$57,000, which would bring them down to six to figure out the top four or five to interview.

Mr. Goergen asked Mr. Christiaansen if he thinks they should key on how the firms answer certain questions such as the number of people and length of experience. Mr. Christiaansen replied he doesn't know how important the number of people they assign to a project is. He commented that he does think the one-man shops can do it but he does understand why they may not want to have those because they may not have as much experience in general.

Mr. Kieffer asked is it possibly true that maybe you have three of the top experienced people or may have a group submit six of their less experienced people. Mr. Christiaansen replied that the people they are probably going to meet with are the ones that sell the project and don't have a lot of experience and won't actually work on the project. He stated if someone says they will have nine people working on the project that doesn't mean they should get extra points because that really doesn't tell them much.

Mr. Neal commented that he thinks it's important to get a commitment from whoever they assign that they will be there from the beginning until the end. Mr. Kojetin asked how many people they would be interviewing from each firm. Mr. Keprios responded that he would ask them to bring the whole team that would be involved in the project. He also stated that he thinks it would be beneficial to find a firm that has done this before and can help them out with some of the details and guidance.

Mr. Christiaansen asked Mr. Keprios if he is going to ask for additional work from the firms they are going to interview such as a mock-up of the design or ask to see what they might envision. Mr. Keprios replied that he thinks that would be a lot to ask and feels they should just ask questions like what makes them better than the next guy and see how they conduct themselves so that hopefully they will get a better feel of what they're looking for.

Mr. Goergen suggested they ask the firms how they interpret the elements we've given them so that at least they could expound on what their vision would be without requiring sketches. Mr. Christiaansen stated that he thinks the firms to some extent can describe how they will approach the whole process and added he would think all of the firms will take the site into consideration when they come to the interview. Mr. Christiaansen commented that they may also want to ask the question what they see specifically at Utley Park that would be unique to the memorial.

Mr. Schwartz asked what if Company A were to have a really good idea but we decide to select Company B would there be some type of ethical or legal boundary that says we couldn't use their idea. Mr. Christiaansen replied he doesn't think so and feels they should take advantage of anything they learn during the interview process with broader ideas; however, he would not feel comfortable taking another firm's design/sketching that they didn't hire. Ms. Bender responded that she also thinks it would depend whether or not they had it copyrighted. Mr. Neal indicated that he thinks whoever you hire they are going to design what you want them to design. He suggested that in terms of trying to select a design consultant find a piece of work that you like and then find out who did it.

Mr. Keprios stated that he had one firm call and ask if we would be open to moving the tennis court to which his reply was that would depend on what you have in mind. If you show us that there is a good reason to do that then the committee will listen because they are looking for creative ideas with sound reason that's affordable and can be done within budget.

Mr. Goergen asked Mr. Neal if their process is similar to what he has experienced to which Mr. Neal replied yes. Mr. Goergen commented that they've often referred to the Veterans Memorial at Eden Prairie. Mr. Neal asked if it's one of the memorials they like or have certain elements that you like. Mr. Goergen replied that he thinks the general consensus is that size wise it's bigger than they are thinking as well as they don't envision as much information. He added they are looking at downplaying the significant donors.

Mr. Neal pointed out with the site they used in Eden Prairie they did have some constraints because it was basically a swamp that they had to fill in so be sure to find out if there are any site constraints because that could end up being more important than the design itself.

Mr. Keprios asked Mr. Kojetin if he thinks there is anything they should be worried about or know about at Utley Park. Mr. Kojetin indicated that he recently met with the Minnehaha Watershed District and as soon as the committee has decided on a firm they will sit down with them to give the parameters of what can be down from the creek and total hard surface area. He commented that he thinks they will work very well together and that there is good solid land at Utley Park.

Mr. Keprios recommended to the committee to throw out the following three firms: Mary Hustad Architecture, Damon Farber & Bryan Carlson Planning & Landscape Architecture. He noted that leaves six and hopefully they can get that number down to four to bring in to interview. Again he stated that he would like to give the committee some time to look closer at the six remaining proposals and then hopefully via e-mail they can narrow it down to four.

Mr. Goergen suggested that the committee take a look at the proposal and maybe come up with a point system and rate them 1, 2, 3. Mr. Keprios noted that he thinks they should rate them 1 through 6 and the bottom one or two go and the top 4 or 5 stay. Mr. Goergen commented that it may be clear to them that only three firms would be sufficient. Mr. Reed stated that they may miss someone and therefore thinks they should aim for four. Mr.

Keprios recommended they rate all six because someone may see something that he didn't notice.

Mr. Schwartz questioned if the whole committee should vote because he doesn't know as much as some of the other people on the committee do in selecting a firm. He noted he wouldn't want to cancel out someone's vote because they may have a really good reason and he just has a feeling. He commented that maybe if someone doesn't feel qualified to vote then they just don't vote without any prejudice against them so that the people who do know what they are doing on this particular issue have the say. Mr. Keprios replied that he understands what Mr. Schwartz is saying but that he does respect the opinions of everyone on the committee. Mr. Schwartz commented that in listening to what other people are saying there are comments being made that he never even thought about and therefore doesn't feel comfortable voting to which Mr. Keprios replied that would be okay.

Mr. Lefler indicated that from his perspective what is important is what kind of attention are they going to give the committee. He noted that it's not a huge project but to them it's a big deal so he would like to be sure there is someone on their staff who would be willing to help massage their creative instincts. He stated he would like to see someone who is willing to take some time and help lead them through their thought process because right now he's confused what this might look like. He added that one of the things he would look for in an architect and also an artistic consultation is somebody to help them form and focus their ideas and try to bring the physical realities of the site together. He pointed out that to a firm where this might not be a big project to them they may not be willing to give us that kind of time. He stated that a question they may want to ask is will somebody be assigned to their committee that is going to come in and spend time with them.

Ms. Bender stated that she thinks that's a really good question. She noted that in looking at the list of firms there is one that she thinks could really take ideas and guide them; however, there's another firm that she absolutely dragged through the process and is the last job she will ever do with them because she does not want to have to drag a firm through the creative process. She indicated that she does think this is something that they will be able to find out in the interview process.

Mr. Christiaansen stated that, in looking at the questions, he thinks they will all say they have good communication and will have staff involvement beginning to end but they should elaborate on those things and attend meetings. Mr. Kojetin indicated that he thinks it's important for the architect to go through the process and attend their meetings so they are not communicating to Mr. Keprios and Mr. Keprios is communicating to the architect.

Mr. Keprios indicated that he would like to give the interview questions ahead of time to firms they select and let them know there will be a time limit so they will need to come prepared to answer them and also to be sure they have all visited the site. He informed the committee he will put together some pre-written questions to circulate to the committee for any feedback. It was decided to give Mr. Keprios any feedback including questions by December 30th as well as rate each firm one through six.

Ms. Bender indicated that she thinks there are three basic things they are looking at: more green than granite, gender neutral and minimalist when it comes to recognition of donors. Mr. Goergen added three flags and two plaques for recognition as well.

Mr. Reed indicated that before the meeting he heard Mr. Schwartz say we better talk to people from Eden Prairie about the firm they used and asked him was that a positive or a negative. Mr. Schwartz replied negative. Mr. Reed noted that the same firm is on the top of the list and asked Mr. Schwartz to explain. Mr. Schwartz explained that he was told Eden Prairie had some issues because it was a swamp and once the firm did whatever they were contracted to do they were not as accessible as the committee would have liked to have finished up the project. He noted they may want to talk to other people from Eden Prairie to get more details.

Mr. Reed asked because some of the bigger firms have their own in-house people should we assume they are more attuned to the elements as opposed to the actual design, artistic or visual side of things. Mr. Keprios replied that he thinks these are things they will have to learn through the interview process. He noted that he has worked with both large firms and small firms and has had great success with both.

Mr. Schwartz thanked Mr. Keprios for the great job he has done of putting everything together.

IV. FEBRUARY 11, 2011 MEETING

Mr. Goergen informed the committee that Mr. Keprios has asked if they could move their February meeting a week earlier because he will be out of town. It was decided the next Veterans Committee meeting will be held on February 11th at 7:30 am.

V. STANDING COMMITTEE REPORTS

- A. Fundraising/Treasurer – Mr. Kojetin informed the committee that recently Mr. Goergen, Mr. Keprios and himself met with Dick Crockett from the Edina Community Foundation. He noted that he thought the meeting went well. He indicated that the main thing the Foundation will be doing for them is funneling money and writing thank you notes acknowledging the donations.

Mr. Kojetin indicated that they did ask Mr. Crockett if the Foundation would be willing to give them money. He noted that Mr. Crockett informed them they would, but that it would be a grant that the committee would need to apply to the Foundation for.

Mr. Goergen informed the committee that Mr. Crockett showed them an interesting thing called the Triangle System. The way it works is the tip of the triangle is their target for the most significant donation such as one individual donating \$50,000, \$100,000, etc. The second level they may be ten people each giving \$10,000. The third level would be for businesses or whatever and the bottom level would be for the rest of the community. Mr. Goergen stated they are hoping to get mailings sent to 15,000 households.

Mr. Kojetin informed the committee that they also talked to Mr. Crockett about the Foundation not having their name on the top of the list unless they contribute a \$10,000 grant. If they don't, they will be listed as an ordinary donor and it will not say this is their project. Mr. Goergen indicated that Mr. Crockett had no objection to that as well as on the plaque changing the acknowledgment to "Foundation's Assistance".

Mr. Goergen indicated that he thinks they may need one more person from the committee to work on fundraising. He informed the committee that the Foundation has a database with a lot of contacts but they are not going to give them, they will need to go there and look at it. He pointed out that it will show who should be at the top of their list for significant donors based on their past giving at least through the Foundation. He commented that Mr. Crockett also suggested that they may want to look at getting a campaign planning consultant and grant writer.

Mr. Keprios asked Mr. Kojetin his thought on hiring a campaign professional. Mr. Kojetin replied that he personally thinks that is John Lonsbury's profession, he's a marketing person and thinks they should talk to him. He commented that he thought at a previous meeting Mr. Lonsbury said he's not a fundraiser but he has good ideas on marketing. Mr. Kojetin indicated there are two different portions, there is marketing and fundraising and if Mr. Lonsbury can tell them how to market it then they can use that to go out and get donations.

Mr. Goergen informed the committee that he also learned that most businesses have three pools of funds. For example Target Corporation, they are a member of the community so there is one fund. Secondly, there is probably a Twin Cities wide fund or the corporation for the metropolitan area. Thirdly, there is a Target Foundation. However he's not sure how they would tap all of those once the local Target store gives X amount of dollars. He noted that Mr. Crockett gave them a lot of good ideas and information.

- B. Marketing/Community Relations – Mr. Keprios informed the committee that recently he met with Jennifer Bennerotte, Edina Communications Director, and she said she would be willing to do all of the writing for the committee. He stated that all Mr. Lonsbury will need to do is give her enough advanced notice. He noted they will do press releases, brochures, letter writing, etc. Mr. Keprios indicated that he has contacted Mr. Lonsbury and Ms. Bennerotte to try to set up a meeting which Mr. Goergen may also want to attend.
- C. Research (KIAs) – Mr. Schwartz informed the committee that they cannot go by home record when looking for KIAs because everyone enlisted at Fort Snelling, therefore records do not go beyond Hennepin County. He noted that he also found that some information he has found in data bases are not only inaccurate but inconsistent. Mr. Schwartz gave some examples and commented that a lot of the information was put together before computers so it's not always a one on one correlation. He pointed out that given what he has recently found out he now needs to reject 16 people which took him an average four to five hours of research before he could reject them. He indicated for sure there are 15 people that he does not question and feels the committee would agree with

him. He noted there are another five that he thinks have a very strong case but will need discussion among the committee. He added that he currently has a work in progress on 8 people where there is indication they may be from Edina and were killed but not enough to bring to the committee at this time.

Mr. Schwartz stated that right now his best guess for KIAs would be one person from WWI, no one from the Spanish American War, ten from WWII (5 will require the committee to make a decision on and eight will need more research), one from the Korean War and three from the Vietnam War. The committee was very impressed and thanked Mr. Schwartz for all of his time and work.

Mr. Schwartz commented that he thinks what is driving him right now, and he feels very strongly about it, is if they are able to identify a living relative they should be invited to the ceremony. Mr. Schwartz shared a story of how when he was looking for information on the name Prescott and ended up calling a gentleman who was 67 years old and lived in Plymouth. The gentleman informed him that the man he was looking for was indeed his father and that his father had died in the war two weeks before the war ended. He noted that he was less than a year old when his father died so he doesn't remember him. However, last summer this gentleman went to France to the American Cemetery where his father was buried, his father was in the fourth division which likely meant he was at Normandy, and that was the first contact he had ever had with his father. Mr. Schwartz stated that this gentleman was very pleased to know that we were bringing just a little piece of his father's name back to Edina where he was from. Mr. Schwartz stated that talking to people like these (so far he has talked to five of them) is what really drives him.

Mr. Schwartz thanked Mr. Cardarelle and Mr. Kojetin because they have been a walking reference for Edina and their knowledge has been invaluable.

Again everyone thanked Mr. Schwartz for his time and efforts.

Meeting adjourned at 9:00 am